

REMARKS/ARGUMENTS

Before this Amendment, claims 6, 7, 11, 12, 14-20, and 23 were present for examination, with claims 6, 11, 12, 16, 19 and 23 as the independent claims. Claims 6, 11, 12, 16, 19 and 23 are amended. Support for the amendments can be found at least at paragraphs 0038 and 0041 of the specification. No new matter is added by these amendments. Applicants respectfully request reconsideration of this application as amended.

The final Office Action has rejected claims 6, 7, 11, 12, 14-20, and 23 under 35 U.S.C. §103(a) as being unpatentable over the combination of U.S. Patent 7,191,190, issued to Debique, et al. (hereinafter "Debique") in view of U.S. Patent 7,082,407 issued to Bezos (hereinafter "Bezos").

35 U.S.C. §103 Rejection, Debique in view of Bezos

Claims 6-7, 11-12, 14-20, and 23 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Debique in view of Bezos. Applicants respectfully submit that the present claims are patentable over Debique in view of Bezos.

Claim 6 and similarly claims 11, 12, 16, 19 and 23 have been amended to recite the operation of "send[ing] to the provider content identification information associated with the locator information *which is already stored in the database control module.*" (emphasis provided). Applicants submit that neither Debique nor Bezos teach or suggest such a feature. Specifically, this feature allows additional related service content information to be sent to the playback device, thus enhancing the playback experience. In addition, this feature avoids having the server send content identification information which is already stored in the database, thus the additional content information can more efficiently be obtained directly from the database. Applicants are unable to find any teaching or suggestion of such a feature in either Debique or Bezos.

Thus, since Debique does not teach this claim element and Bezos does not teach or suggest this claim element, the combination of Debique and Bezos also does not teach or suggest this claim element. Consequently, the combination of Debique and Bezos fail to teach

each and every element of claim 6 and similarly claims 11, 12, 16, 19 and 23 as a whole.

Therefore, the rejection of claims 6, 11, 12, 16, 19 and 23 are respectfully traversed.

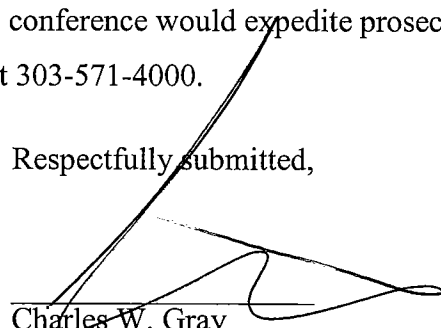
Claims 7, 14, 15, 17, 18 and 20 are dependent claims that depend from one of claims 6, 16 or 19. Therefore, for at least the same reasons that claims 6, 16 and 19 are allowable, claims 7, 14, 15, 17, 18 and 20 are also allowable.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance and an action to that end is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-571-4000.

Respectfully submitted,



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